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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claims 1-16 are cancelled.

17. (New) A computer implemented method for managing and distributing offers, the method comprising:

producing a marketing campaign comprising a plurality of offers specified by offer data processing rules from which one or more of the offers are identified for targeting specific individuals;

prioritizing offers for an individual to determine which offer should be sent to the individual from multiple offers associated with the individual;

selecting a prioritized offer from the prioritized offers for presenting to the individual associated with those prioritized offers; and

presenting the selected prioritized offer to the associated individual over a one of a plurality of delivery channels associated with the prioritized offer.

18. (New) The method of claim 17 wherein determining a channel to select based at least in part on a user's response to an offer.

19. (New) The method of claim 17 further comprising:

limiting the number of prioritized offers using feedback from the customer to prohibit or limit the frequency of various types of offers.

20. (New) The method of claim 17 wherein selecting from the plurality of offers comprises:

allocating the selected offers according to a capacity associated with each of the channels.

21. (New) The method of claim 20 wherein the capacity of the channels is related to monetary costs associated with of the channels.

22. (New) The method of claim 20 wherein the capacity of the channels is related to a physical capacity of the channels.

23. (New) The method of claim 17 wherein presenting the selected offers includes accepting information from individuals and limiting presentation of the offers to said individuals according to the accepted information.

24. (New) The method of claim 23 wherein the accepted information characterizes acceptable timing of presentation of offers to the individuals, and limiting presentation of offers includes scheduling presentation of offers to the individuals according to the acceptable timing.

25. (New) The method of claim 17 wherein producing a marketing campaign comprises: preparing data characterizing conditions under which the offers are presented.

26. (New) The method of claim 17 wherein producing a marketing campaign comprises: preparing data characterizing target groups of individuals associated with the offers.

27. (New) The method of claim 17 wherein producing a marketing campaign comprises: preparing data characterizing information to present with the offers.

28. (New) The method of claim 17 further comprising: tracking activities of the individuals to whom the offers were presented; and reporting statistics related an effectiveness of the plurality of offers.

29. (New) The method of claim 17 further comprising:

tracking activities of the individuals to whom the offers were presented; and

presenting a sequence of related offers to those individuals based on their tracked activities.

30. (New) The method of claim 17 wherein producing the campaign, comprises:

executing offer data processing rules to determine which sets of offers to send to the individual.

31. (New) An offer management system comprising:

a computer system comprising:

a processor;

memory; and

a computer-readable media storing a computer program product comprising instructions executed in memory and causing the processor to:

produce a marketing campaign comprising a plurality of offers specified by templates and/or rules from which one or more of the offers are identified for targeting specific individuals;

prioritize offers for an individual to determine which offer should be sent to the individual from multiple offers associated with the individual;

select a prioritized offer from the prioritized offers for presenting to the individual associated with those prioritized offers; and

present the selected prioritized offer to the associated individual over a one of a plurality of delivery channels associated with the prioritized offer.

32. (New) The offer management system of claim 31 wherein the computer program product further comprises instructions to:

track activities of the individual to whom the offers were presented; and

reporting statistics related an effectiveness of the plurality of offers.

33. (New) A computer program product stored on computer-readable media comprising instructions for causing a computer system to:

produce a marketing campaign comprising a plurality of offers specified by templates and/or rules from which one or more of the offers are identified for targeting specific individuals;

prioritize offers for an individual to determine which offer should be sent to the individual from multiple offers associated with the individual;

select a prioritized offer from the prioritized offers for presenting to the individual associated with those prioritized offers; and

present the selected prioritized offer to the associated individual over a one of a plurality of delivery channels associated with the prioritized offer.

34. (New) The computer program product of claim 33 wherein determining a channel to select based at least in part on a user's response to an offer.

35. (New) computer program product of claim 33, further comprising instructions to:

limit the number of prioritized offers uses feedback from the customer to prohibit or limit the frequency of various types of offers.

36. (New) The computer program product of claim 33 wherein selecting from the plurality of offers further comprises instructions to:

allocate the selected offers according to a capacity associated with each of the channels.

37. (New) The computer program product of claim 33 wherein the capacity of the channels is related to monetary costs associated with of the channels.

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38. (New) The computer program product of claim 33 wherein the capacity of the channels is related to a physical capacity of the channels.

40. (New) The computer program product of claim 33 wherein instructions to produce a marketing campaign comprises instructions to:

prepare data characterizing conditions under which the offers are presented;

prepare data characterizing target groups of individuals associated with the offers; and

prepare data characterizing information to present with the offers.

41. (New) The computer program product of claim 33, further comprising instructions to:

track activities of the individuals to whom the offers were presented; and

report statistics related an effectiveness of the plurality of offers.

42 (New) The computer program product of claim 33, further comprising instructions to:

track activities of the individuals to whom the offers were presented; and

present a sequence of related offers to those individuals based on their tracked activities.

43. (New) The computer program product of claim 33 wherein instructions to produce the campaign, comprises instructions to:

execute offer data processing rules to determine which sets of offers to send to the individual.